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THE GRAINS are GREAT Foods

CORN

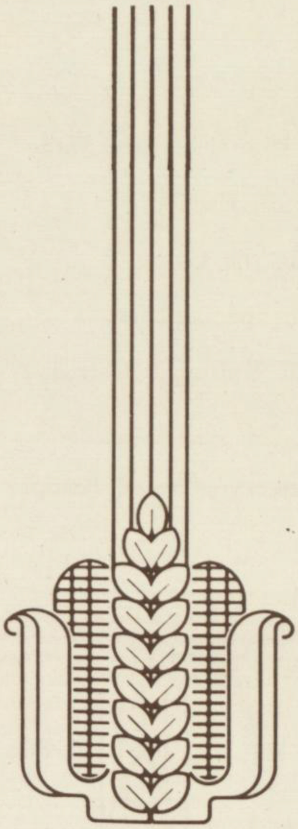
WHEAT

RICE

MODERN CEREAL FROM AN ANCIENT GRAIN

KELLOGG COMPANY, BATTLE CREEK, MICHIGAN

THE GRAINS are GREAT FOODS



HOME ECONOMICS DEPARTMENT

KELLOGG COMPANY • BATTLE CREEK, MICH.

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THE GRAINS are GREAT FOODS

The Story of Kellogg's Ready-to-eat Cereals

IN THE YEAR OF 1874 a boy of fourteen sold brooms made in his father's little factory. This young salesman, W. K. Kellogg, was destined to become the leader in the field of cereal manufacture. This is his story—the story of a man who has done much to change America's eating habits by making crisp, wholesome cereals available to all. His is an American story, an epic of imagination, ingenuity and salesmanship.

The First Corn Flakes

LIKE MOST NEW IDEAS, the suggestion that there could be a ready-to-eat corn cereal was ridiculed. "Make a palatable food from Corn? Impossible! No one will eat the stuff." So scoffed W. K. Kellogg's friends when in 1906 he established a small factory for the manufacture of Corn Flakes.

His friends were wrong. The public liked Corn Flakes, and within one year the demand exceeded the daily production of 4,000 cases.

The first Kellogg's Corn Flakes were manufactured in a small wooden building which later burned to the ground. Mr. Kellogg immediately constructed a modern fireproof factory which would allow for expanded production. Kellogg grain tanks are skyscrapers in Battle Creek today, and the brick and steel factory buildings cover nearly 40 acres of floor space. Three thousand two hundred employees operating the most modern machines prepare and pack 2,000,000 packages of ready-to-eat cereals daily.

Every step in the production is subject to rigid control. From the time a car of grain arrives at the factory until the cereal is mechanically packaged for shipping it is under constant inspection. High standards and scientific methods for all phases of manufacture have been the Kellogg policy from the beginning.

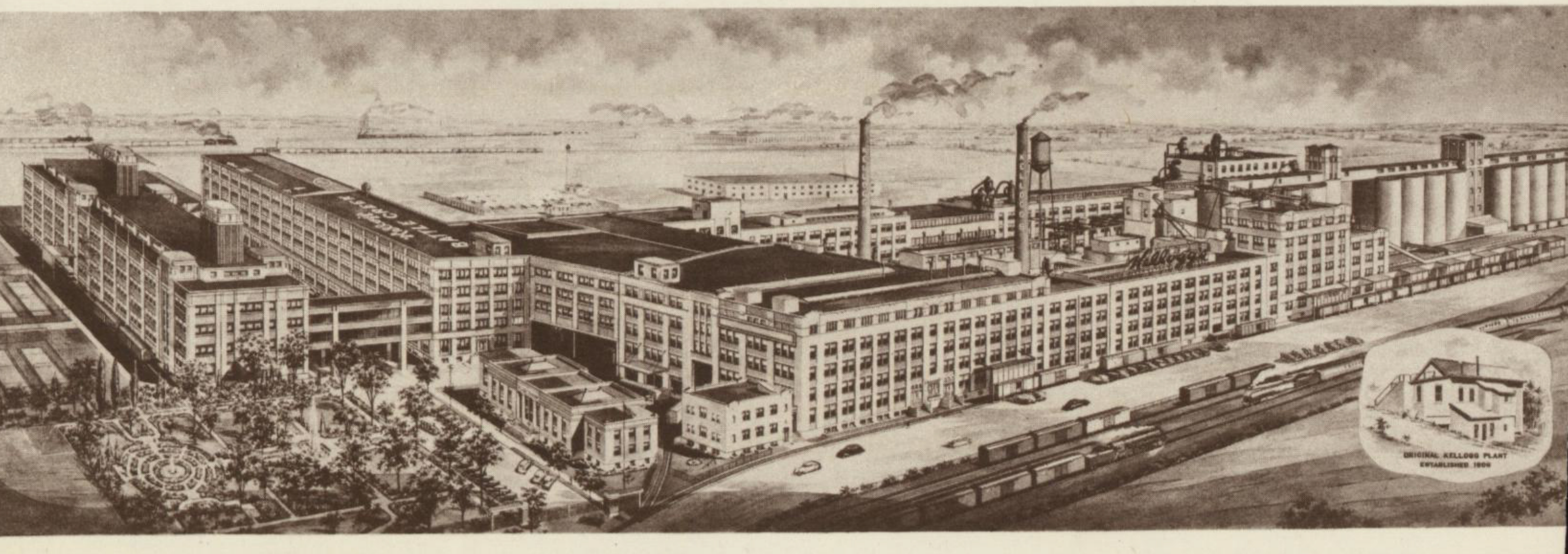
Growth of the Cereal Business

In 1916, a Canadian Company was formed and a factory established in Toronto, Ontario, Canada (now in London). In 1924, the Kellogg Company of Great Britain was established. During the same year Corn Flakes were introduced to consumers in the "land down under" through a plant in Sydney, Australia. A Latin-American Division of the Company was set up to service both Central and South America.

Today there are five centers where Kellogg cereals are manufactured: Battle Creek, Michigan; Omaha, Nebraska; London, Canada; Manchester, England, and Sydney, Australia. From these plants the well-known Kellogg's cereals—flaked, popped, crumbled and shredded—are distributed to every corner of the world. They go to Fiji Islanders, to Eskimo families, to South Africa and to the Orient.

Ready-to-eat Cereals are Modern

A generation ago cooking the breakfast cereal was almost a religious rite in American homes. On many farms the grain was ground at home or taken to the nearest mill. Next came the long cooking to make it palatable. Many in this generation remember the big iron kettles in which corn meal mush and other cereals were cooked—bubbling and sputtering for hours. Housewives—not yet emancipated from their kitchen stoves—felt that it would not be possible to cook grain in a factory as well as it could be done at home. The growth of the Kellogg Company proves that the acceptance of ready-to-eat cereals was whole-hearted and lasting, and these products now are definitely a part of the American food tradition. Each year new factory buildings or additions have been needed to supply the demand for cereals ready to serve from the package. The Kellogg Company is the largest manufacturer of ready-to-eat cereals in the world.



The Story of Corn

An American Grain

CORN IS OUR INHERITANCE from the Indians, and it is inseparably woven into the history of American civilization. Corn has been cultivated from time immemorial. Grains of corn have been found by archeologists in the ancient tombs of Mexico and Peru which are said to have been sealed more than two thousand years ago.

When the first English settlers founded Jamestown in 1607 and when the Pilgrims landed at Plymouth in 1621, the Indians were growing large areas of corn. From them the newcomers learned how to plant, fertilize and cultivate this grain which kept them and their animals from starvation during the first few years.

The name "maize" was born when these early settlers attempted to pronounce the Indian name used to designate grain. But these Americans, clinging to a custom of the Old World — that of designating any small grain as "corn," from a Latin word meaning any small particle — soon dropped the Indian name maize, and began calling the grain corn.

Corn has been known by more different names than any other grain, having been called at various times in different countries: Turkish corn, Roman wheat, Sicilian wheat, Indian wheat, Spanish wheat, Barbary wheat, Guinea wheat and Egyptian wheat.

FACTS ABOUT CORN

CORN IS ONE OF THE MOST IMPORTANT CROPS in the United States. It is grown by more farmers, occupies more acres and has a greater total value than any other crop. It flourishes in regions of intense sunlight and moist atmosphere.

The chief center of production is in the strip of land, 200 miles wide and 800 miles long, extending from Ohio to Nebraska. This region is called the Corn Belt and includes Iowa, Illinois, Nebraska, Missouri, Indiana, Minnesota, Ohio and Kansas.

Major corn markets are Chicago, Omaha, Indianapolis, St. Louis, and Kansas City.

The leading kinds of corn, grouped according to character of grain, are flint, dent, pod, flour or soft, pop, sweet.

The Story of WHEAT

THE ORIGIN OF WHEAT is lost in antiquity. Early records indicate that this grain was first grown in Western Asia between the Tigris and Euphrates rivers in the country once called Mesopotamia, now known as Irak. Many of the early races of people regarded wheat as a gift from the gods, and erected images in their honor. The Egyptians called their wheat goddess Isis, the Greeks called her Demeter, but from the Roman goddess, Ceres, comes the word "cereal" which applies to all grains. Cereal gifts offered to this goddess at the Roman festivals were called "cerealia" in her honor and wheat was among the most important. Wheat-growing spread northward from the Mediterranean Sea through Europe to Russia and Siberia and eastward through Asia to Northern India, China and Australia.

The earliest colonists in America brought wheat seed with them and planted it as soon as the trees were cleared from forest land. Civilization moved westward and eventually the American prairie became huge wheat fields—the granary of the continent. Today wheat has a world market. It is the chief cereal crop of six hundred million people. Five types of wheat have been developed: soft red winter wheat, hard red winter wheat, hard red spring wheat, hard durum wheat and soft white wheat. Soft white winter wheat, grown chiefly in the Pacific Northwest, California and Michigan is the type used in the manufacture of Kellogg's ready-to-eat wheat cereals.

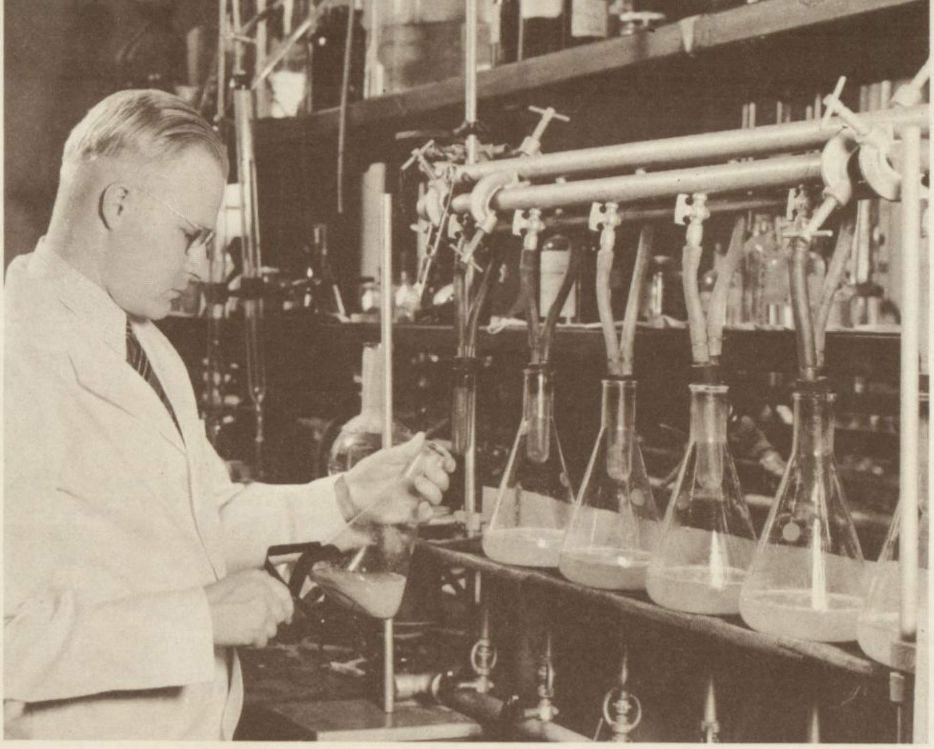
The Story of Rice

A Historic Grain

RICE IS AS OLD AS HISTORY, and seems to have had its origin in India approximately 3,000 B.C. Rice is mentioned in ancient Jewish records and referred to by numerous Greek and Roman historians and poets. In some parts of the Orient, where rice was grown in large quantities, it was used as a medium of exchange. Debts, taxes, charities, various feudal obligations, even wages, were paid in rice. In China and Japan one of the earliest and most common institutions was the public charity granary, where rice was received, sometimes as taxes, sometimes merely as gifts from the wealthy or from the feudal lords, and stored as a community provision against time of famine.

As civilization traveled Westward, so did rice. During the fifteenth century it made its way into Europe and by chance to America in 1694. In a bad storm a Liverpool-bound vessel, sailing from Madagascar, was driven into Charleston, South Carolina, harbor. The colonists were very hospitable, and as an expression of gratitude, the captain of the vessel gave them a few sacks of seed rice. Later someone migrating Westward brought rice seed to Louisiana. It soon was discovered that the prairie lands of Louisiana, Texas and Arkansas were ideal for the cultivation of rice.

Although the Orient produces about 97 per cent of the world's rice crop, the varieties of rice grown in this country rank among the best of the world. Honduras, Carolina, Blue Rose and Japan rice are the well-known species domestically grown. Blue Rose Rice is the type used in the manufacture of Kellogg's Rice Krispies.



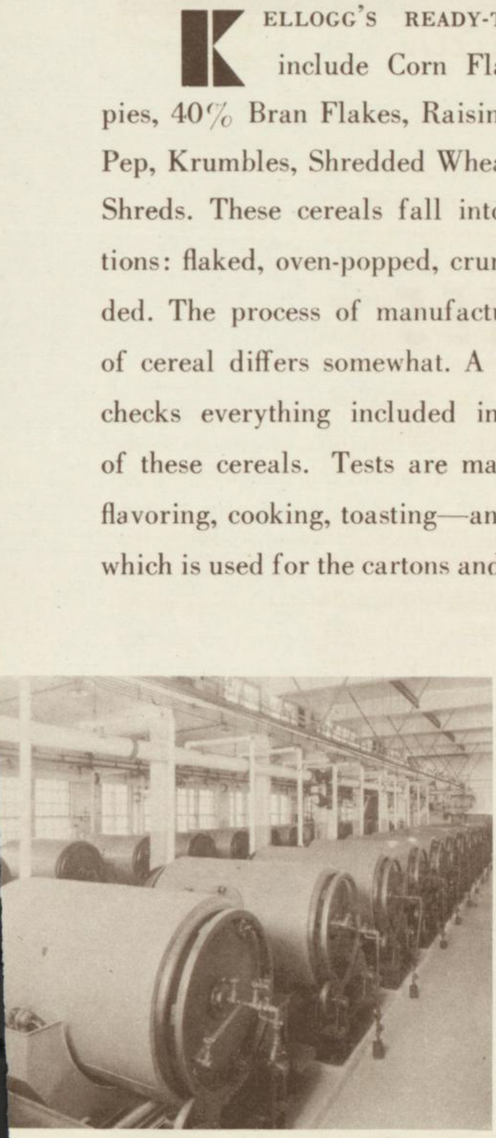
THE KELLOGG CEREALS

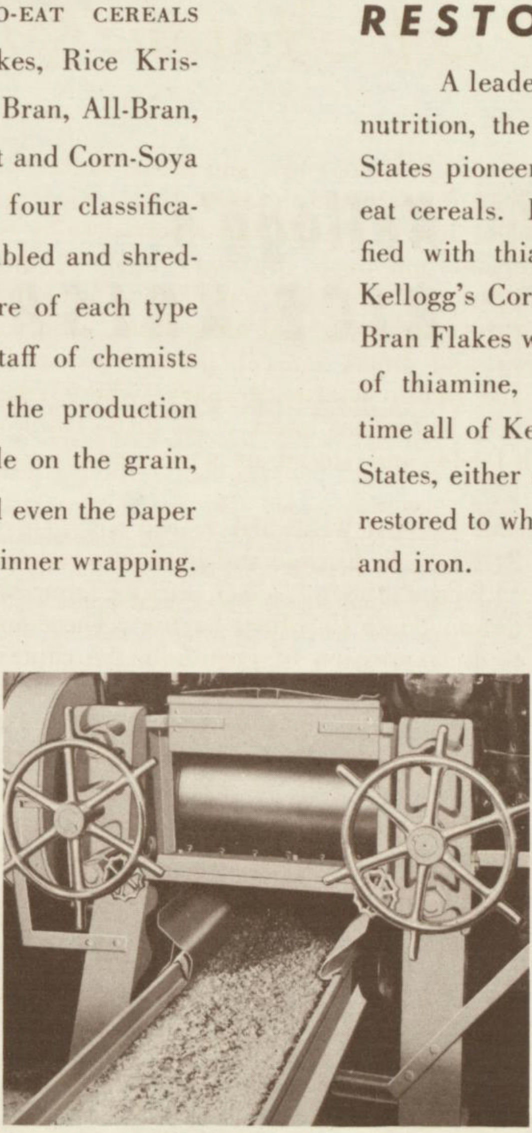
How are they made?

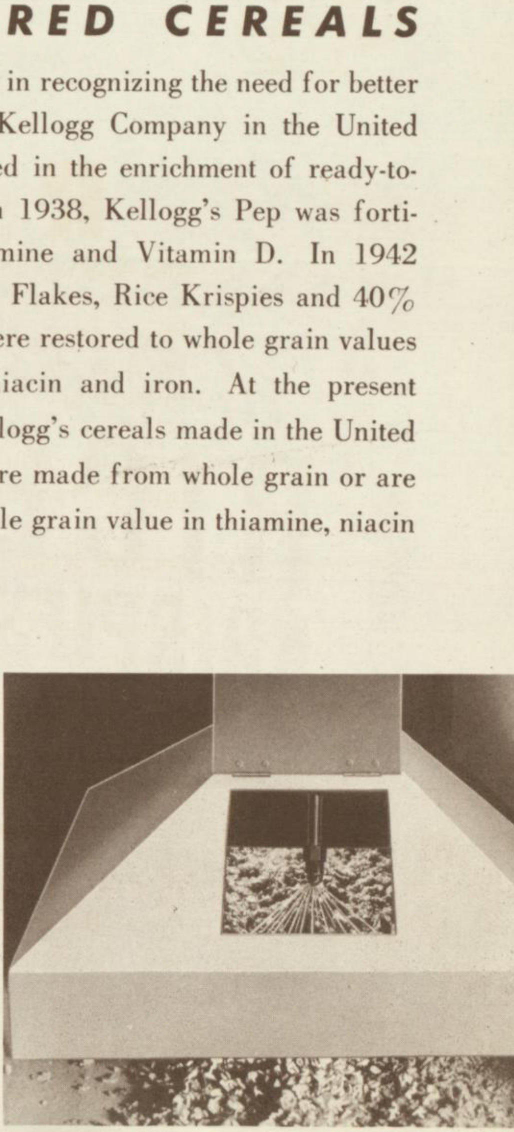
Kellogg's ready-to-eat cereals include Corn Flakes, Rice Krispies, 40% Bran Flakes, Raisin Bran, All-Bran, Pep, Krumbles, Shredded Wheat and Corn-Soya Shreds. These cereals fall into four classifications: flaked, oven-popped, crumbled and shredded. The process of manufacture of each type of cereal differs somewhat. A staff of chemists checks everything included in the production of these cereals. Tests are made on the grain, flavoring, cooking, toasting—and even the paper which is used for the cartons and inner wrapping.

RESTORED CEREALS

A leader in recognizing the need for better nutrition, the Kellogg Company in the United States pioneered in the enrichment of ready-to-eat cereals. In 1938, Kellogg's Pep was fortified with thiamine and Vitamin D. In 1942 Kellogg's Corn Flakes, Rice Krispies and 40% Bran Flakes were restored to whole grain values of thiamine, niacin and iron. At the present time all of Kellogg's cereals made in the United States, either are made from whole grain or are restored to whole grain value in thiamine, niacin and iron.







Kellogg's CORN FLAKES

Corn is used in the manufacture of Kellogg's Corn Flakes. Each carload is examined for quality before the corn is accepted and put into large storage tanks having a total capacity of 1,500,000 bushels.

In making Kellogg's Corn Flakes, the corn is first thoroughly cleaned; then the hard outer shell of the kernel and the germ are removed, because they impair the appearance, flavor and keeping qualities of the Corn Flakes. The part of the kernel of corn used in the manufacture of Corn Flakes is known as hominy grits.

The grits are mixed with a special Kellogg flavoring syrup to sweeten them and are cooked under steam pressure until the white color is changed to a golden brown. After passing through hot air dryers, the grits are ready for the flaking and toasting processes, which are practically identical for all flaked cereals.

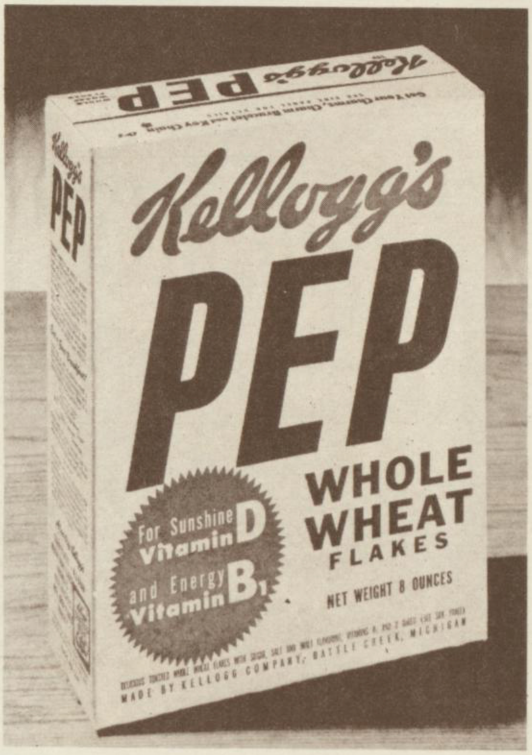
Kellogg's Corn Flakes are an excellent food containing whole corn nutritive values of thiamine, niacin and iron. Because of the low fiber content, Corn Flakes may be used in many bland or restricted diets. Primarily a breakfast cereal, Corn Flakes have many cookery uses also.

Kellogg's
RICE
KRISPIES
SNAP!
CRACKLE!
POP!
NET WEIGHT 5½ OUNCES
OVEN POPPED RICE WITH SUGAR, SALT, AND MALT FLAVORING
MADE BY KELLOGG COMPANY, BATTLE CREEK, MICHIGAN
OMAHA, NEB., U.S.A. • LONDON, ONT., CAN. • MANCHESTER, ENG. • SYDNEY, AUS.

Kellogg's RICE KRISPIES

Kellogg's Rice Krispies are manufactured from a superior grade of domestic white rice. The rice grains are cleaned carefully to remove seeds and dust, put into large revolving steam cookers and the famous Kellogg flavoring added. The grain is cooked with the flavoring to give it that delicious flavor for which Rice Krispies are known. After cooking, the rice is dried to just the correct amount of moisture, then it goes into large tubs and stands for several hours to "cure", allowing the moisture to be evenly distributed through the kernels. After curing, the rice kernels are separated by special machinery to permit the kernels to dry evenly. The grain is then lightly rolled and the kernels become thick flakes. These are carried on belts to huge toasting ovens which revolve over gas flames. The rice flakes enter at one end and are turned over and over. They emerge from the other end popped to several times their normal size—hence the descriptive phrase oven-popped crisp rice cereal.

Rice Krispies is an important food containing whole brown rice nutritive values of thiamine, niacin and iron.



Kellogg's PEP

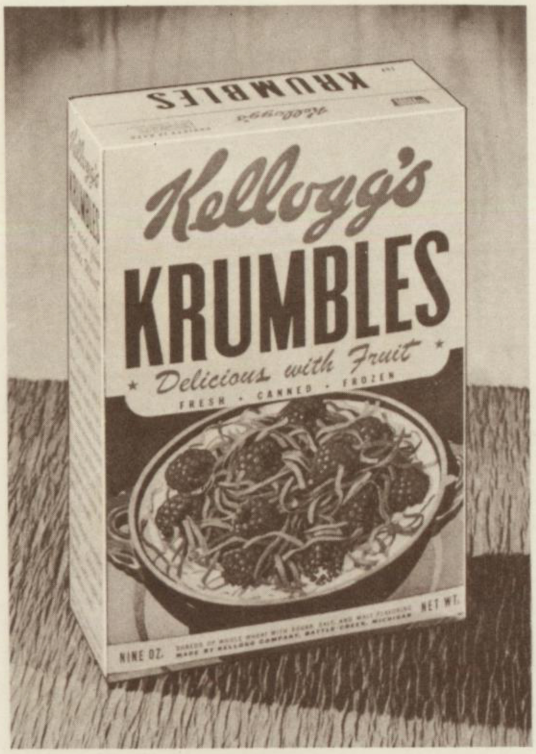
Selected soft white winter wheat is used in the manufacture of Pep whole wheat flakes. Each carload is inspected to be sure that it conforms to Kellogg's high quality standards.

In making Pep, the wheat is first thoroughly cleaned and mixed with Kellogg's flavoring which sweetens the grain slightly, then it is cooked under steam pressure until the fibers are softened. After cooking, the wheat must be thoroughly dried before it can be rolled into flakes. This is accomplished by passing it through a series of dryers penetrated by hot air. Flakes are formed by rolling the cooked, flavored and dried grain between heavy rollers which exert a pressure of nearly forty tons. After this process the flakes are papery in appearance. Toasting in huge temperature-controlled ovens makes them a rich golden color and crisply delicious.

Kellogg's Pep is a highly nutritious cereal. It contains whole wheat values of niacin and iron with additional thiamine (vitamin B_1) and vitamin D (calciferol). One serving (one ounce) of Pep will contribute 400 I.U. vitamin D or the entire minimum daily requirement for that vitamin, and 1/4 the minimum daily requirement for vitamin B_1 for an adult.

Kellogg's SHREDDED WHEAT

Selected soft white winter wheat is used for the manufacture of Kellogg's Shredded Wheat. The clean, washed wheat is cooked *without* added flavoring, then partially dried and shredded by passing the cooked wheat between grooved rolls. These shreds are molded and cut into biscuits which are then oven-baked and toasted. The biscuits are cut to a special size so that two biscuits conveniently fit a bowl. They furnish a generous serving of 1¼ ounces. This cereal, which furnishes important vitamins and minerals present in whole wheat, is ideal for salt restricted diets.



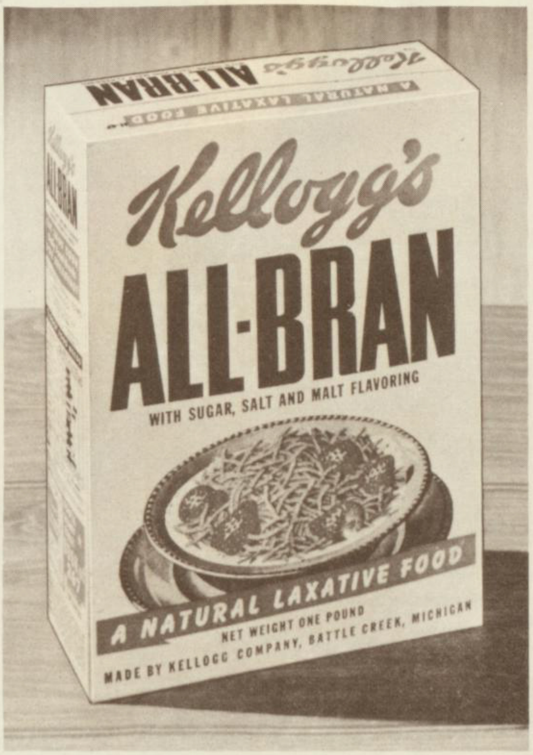
Kellogg's KRUMBLES

This cereal is manufactured from the whole grain of selected soft white winter wheat. The first operation is a thorough washing and cleaning of the wheat kernels. The wheat is then rolled and mixed with Kellogg's special malt flavoring syrup, sugar and salt. This mixture is cooked for several hours, then ground and passed between grooved rolls to form ribbon-like shreds which are dried and toasted the same as flaked cereals.

Krumbles is an excellent energy food containing whole wheat nutritive values.

Kellogg's CORN-SOYA Shreds

Kellogg's Corn-Soya Shreds are manufactured from a blend of hominy grits from selected corn and soy bean flakes. The mixture is combined with the special Kellogg malt flavoring, sugar and salt, and is cooked for several hours under steam pressure, then dried, ground and run through grooved rolls to form shreds. The shreds are toasted the same as the flaked cereals. Corn-Soya Shreds contain 18 per cent protein — more than any other Kellogg cereal. Protein is the building material needed for growth and replacement of human tissue. Together with the protein in milk a bowl of this cereal offers a very nutritious dish.



Kellogg's ALL-BRAN

Bran, the outer covering of the grain of wheat, is used in the manufacture of Kellogg's All-Bran. A superior quality of bran from soft winter wheat is thoroughly cleaned, then cooked with a flavoring syrup which sweetens it slightly. This means that Kellogg's All-Bran can be served as a cereal with little or no added sugar. After cooking, the bran is dried, finely shredded and toasted. The finished All-Bran is a golden crisp, delightfully flavored product, ready to eat as a cereal or used as a cooking ingredient. All-Bran adds a tempting nut-like flavor to muffins, breads and cookies in which it is used.

Wheat bran is a natural source of iron and niacin. One serving of Kellogg's All-Bran contributes approximately 33% of the minimum daily requirement of iron and 60% of the minimum daily requirement of niacin. Only thiamine is added to give All-Bran the whole wheat values of these nutrients. Because of its bulk-forming qualities, All-Bran is a natural laxative cereal.

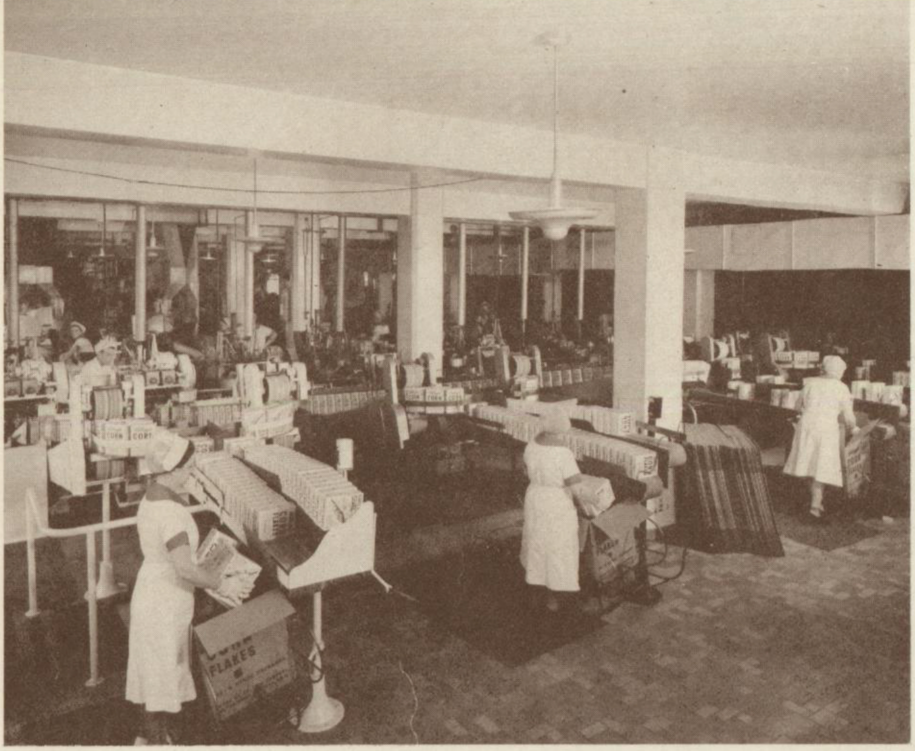
Kellogg's 40% BRAN FLAKES

Kellogg's 40% Bran Flakes are manufactured from soft white winter wheat combined with an additional portion of wheat bran. Wheat bran is the outer covering of the grain of wheat, composed of several layers. In the process of manufacture the grain is first cleaned to remove foreign particles, then washed and thoroughly dried. It is then rolled into flat pieces and the desired amount of wheat bran added. This mixture is combined with Kellogg's flavoring syrup and cooked for several hours under steam pressure, to develop color and flavor. It is then dried, rolled into flakes and toasted.

Kellogg's RAISIN BRAN

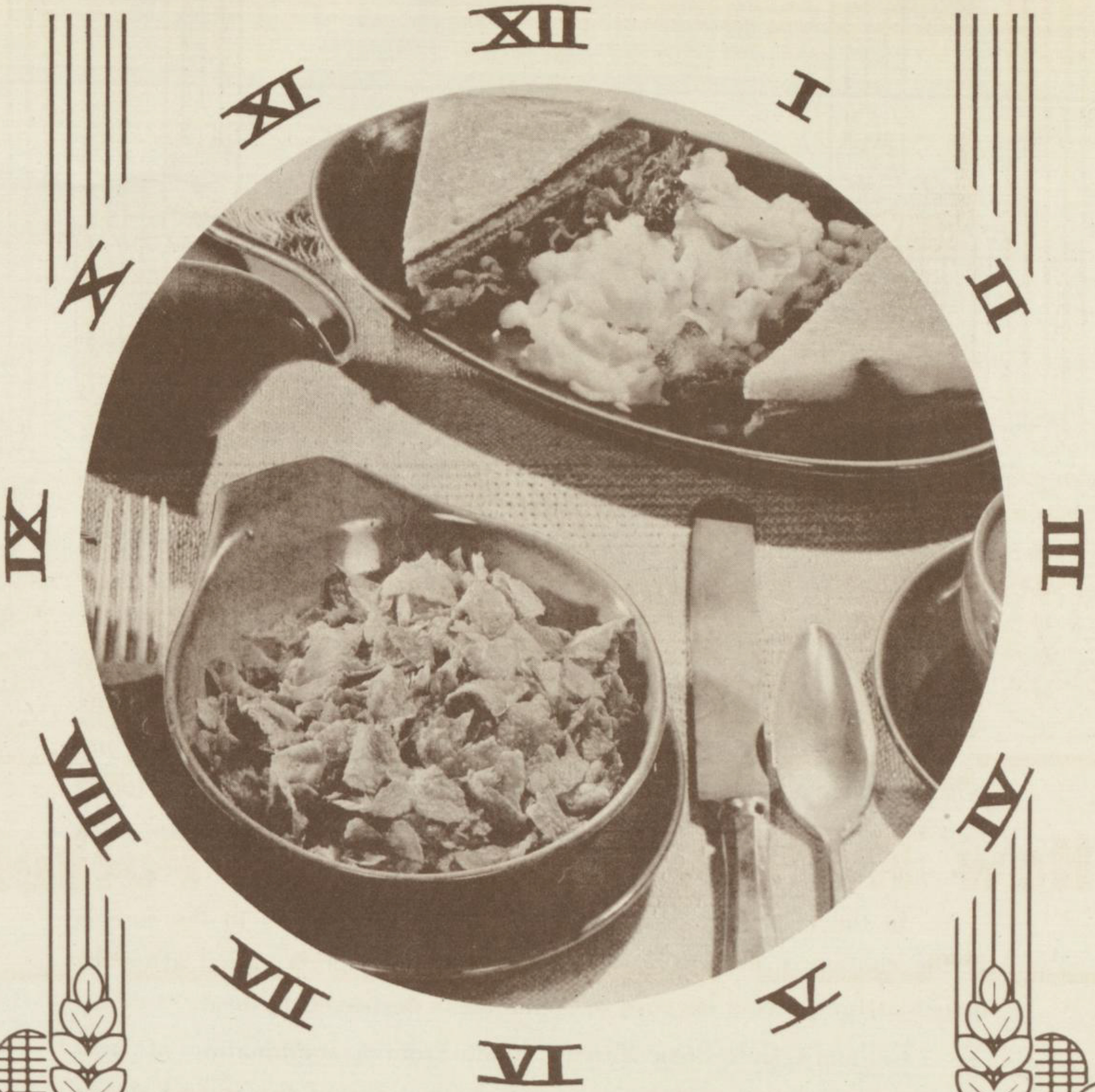
Specially processed raisins coated with honeycomb for lasting freshness are added to make Raisin Bran.

These cereals are excellent sources of iron and niacin. Only additional thiamine is added to bring them up to whole wheat nutritive levels of thiamine, niacin and iron.



How Kellogg Cereals Are Packed

All of the cereals must be cooled after coming from the toasting ovens, before they are packed. This is done while the cereals are being carried on conveyor belts to the top floor of the factory. From here they are fed by gravity into filling machines through which the empty cartons pass, two floors below. These cartons have been cut and printed, and are stacked in a machine ready to be folded and used. As each carton comes along the line, a steel finger reaches up and converts it from its flattened form to a box-like shape. It then passes through another machine which forms and inserts Kellogg's patented WAXTITE bag which serves as an inner protective wrapping. Finally at the moment when the carton reaches an automatic scale, the filling machine pours in the cereal; the correct weight for the package is attained, and the carton automatically moves on to the machine which seals both inner wax bag and carton. After that the packages are packed in shipping cases which hold twelve, twenty-four, thirty-six or forty-eight packages. Conveyors run directly from the packing rooms to a huge warehouse where the products are loaded into freight cars for shipping.



KELLOGG'S CEREALS AROUND THE CLOCK

CEREALS HAVE A PLACE in every meal, either served as a cereal, or used as a recipe ingredient.

Serve ready-to-eat cereals with milk and fruit for a satisfying and nourishing breakfast that is easily and quickly prepared.

Serve ready-to-eat cereals with milk for children's lunches which they can prepare themselves if mother is busy.

Serve ready-to-eat cereals as a bedtime snack; they are often helpful in promoting sound sleep.

Cereals in Special Diets

KELLOGG'S CORN FLAKES, Rice Krispies, and Corn-Soya Shreds are a welcome ready-to-eat addition to the wheat allergy diet. These cereals are remarkably low in fiber content, less than 1%, and for that reason may be included in bland and low-residue as well as certain other restricted diets. Kellogg's All-Bran and 40% Bran Flakes contain more fiber or bulk which is a valuable contribution to diets in cases of constipation due to insufficient bulk.

THE NUTRITIVE VALUE OF KELLOGG CEREALS

MAKING A GOOD THING BETTER is an old American custom. So all Kellogg's cereals either are made from whole grains or are restored to whole grain nutritive values in the important nutrients, thiamine (vitamin B_1), niacin and iron. Kellogg's Pep is made from whole grain and in addition is fortified with extra Vitamin B_1 and vitamin D.

In the restored cereals, niacin and iron are added to the cereals in the cooking process. The thiamine (vitamin B_1) is added after the final toasting process because this vitamin is destroyed by heat.

Kellogg's Corn-Soya Shreds, made from a combination of corn and soy bean flakes, contain more protein than any of the other Kellogg cereals, and are a good source of iron, calcium and phosphorus.

	Calories	Protein Grams	Fat Grams	Carbohydrates Grams	Calcium Milligrams	Phosphorus Milligrams	Iron Milligrams	Thiamine Milligrams	Riboflavin Milligrams	Niacin Milligrams	Vit. D. I. U.	Fiber Grams
Kellogg's Corn Flakes 1 ounce (1⅓ cups)	107	2.2	.08	24.5	1.0	11.1	.5	.12	.033	.6	......	.1
Kellogg's Rice Krispies 1 ounce (1 cup)	108	1.9	.08	24.9	7.1	32.3	.5	.11	.035	2.0	......	.06
Kellogg's All-Bran 1 ounce (½ cup)	95	3.7	.8	18.2	28.9	370.0	3.3	.11	.131	6.0	......	2.4
Kellogg's 40% Bran Flakes 1 ounce (¾ cup)	103	3.0	.6	21.4	16.4	183.7	1.1	.11	.074	2.4	......	1.2
Kellogg's Raisin Bran Flakes 1 ounce (⅔ cup)	102	2.4	.6	21.8	16.6	153.8	1.1	.1	.064	2.0	......	1.0
Kellogg's Pep (whole wheat flakes) 1 ounce (1 cup)	107	2.8	.5	22.7	12.5	88.2	1.0	.25	.054	1.9	400	.6
Kellogg's Krumbles 1 ounce (¾ cup)	105	2.4	.3	23.3	12.2	86.2	1.5	.01	.054	1.4	......	.6
Kellogg's Shredded Wheat 1.6 ounces (2 biscuits)	171	4.5	.8	36.6	26.2	130.6	1.8	.08	.044	2.4	......	.9
Kellogg's Corn-Soya Shreds 1 ounce (⅔ cup)	105	5.10	.08	21.01	19.00	52.00	1.84	.19	.064	.560	......	.34

* Kellogg Company Research Laboratories.

THE TEST KITCHEN

THE KELLOGG COMPANY was among the first food industries to establish a Home Economics Department. This was in 1923. Under the supervision of an able director, a staff of Home Economists develops new uses for cereals, formulates and tests recipes and plans menus for home use, and for institutions large and small.

The home-type Test Kitchen is an important department at the Kellogg Company. Here all the recipes in which Kellogg's ready-to-eat cereals are an ingredient are tested before being approved. When a recipe finally meets all requirements, it is designated an "Approved Recipe" and is written up according to Kellogg rules for recipe writing, and filed. In approving recipes, availability of food items is considered, as well as cost and practicality of recipe. Recipes are selected from the approved recipe file for use in recipe pamphlets, food releases for newspapers and magazines and on cereal packages. Large quantity recipes are tasted and checked in the company's cafeteria.

Triple Kellogg TESTED *Tested*

KELLOGG'S CEREALS IN COOKERY

MAKE MEAT GO FURTHER

Stretch it by adding ready-to-eat cereal. You get two more servings from every pound of meat. This is money-saving, too, because cereal is cheaper than meat.

Use ready-to-eat cereals to extend meats and meat alternates.

Use Corn Flakes, Pep or Rice Krispies finely crumbed and combined with butter, sugar and spices for cake topping in place of frosting.

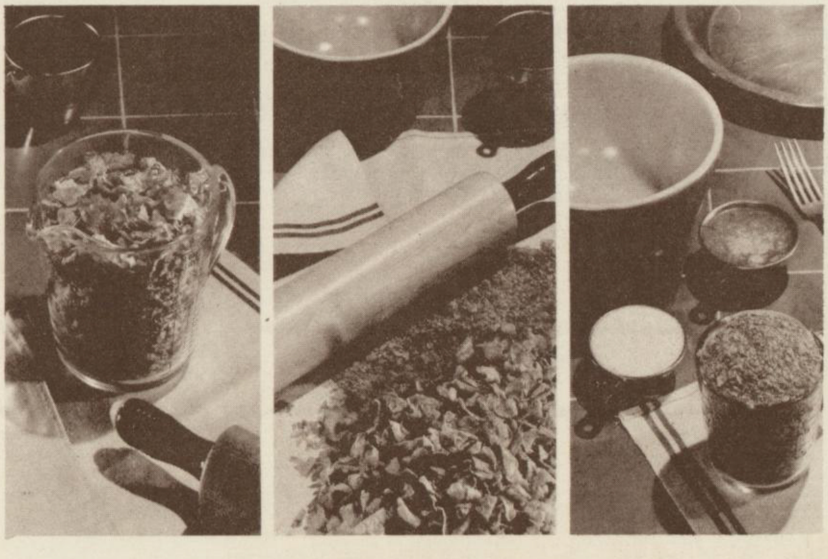
Use Corn Flakes, Pep or Rice Krispies, finely crumbed, combined with melted butter and honey or sugar for an easy-to-make pie shell.

Coat chops, croquettes and fish with fine ready-to-eat cereal crumbs before frying.

Use Corn Flake crumbs in place of nuts over whipped cream or meringue toppings.

Top casserole dishes with crushed buttered Corn Flakes, Rice Krispies or Pep whole wheat flakes for added color and flavor; sprinkle over meat pies in place of pastry.

Use All-Bran in recipes for breads, muffins and cookies for added food value and flavor.



ROLLED CORN FLAKES MAKE TENDER PIE CRUSTS

Place Corn Flakes on a clean tea towel. Fold towel in thirds. Roll until Corn Flakes are finely crushed. Combine with sugar and melted butter. Press firmly over bottom and sides of pan. Add filling.

TESTED RECIPES

ALL-BRAN MUFFINS

2 tablespoons shortening
¼ cup sugar OR molasses
1 egg
1 cup Kellogg's All-Bran
¾ cup milk
1 cup sifted flour
2½ teaspoons baking powder
½ teaspoon salt

Blend shortening and sugar or molasses thoroughly; add egg and beat well. Stir in All-Bran and milk. Let soak until most of moisture is taken up. Sift flour with baking powder and salt; add to first mixture stirring only until flour disappears. Fill greased muffin pans ⅔ full and bake in moderately hot oven (400° F.) 25 to 30 minutes.

Yield: 8 or 9 - 2¼-inch muffins.

ALL-BRAN NUT BREAD

1 egg
½ cup sugar
1 cup milk
2 tablespoons melted shortening
1 cup Kellogg's All-Bran
2 cups sifted flour
3 teaspoons baking powder
1 teaspoon salt
¾ cup chopped nutmeats

Beat egg and sugar until light. Add milk, shortening and All-Bran. Sift flour with baking powder and salt; combine with nutmeats; add to first mixture, stirring only until flour disappears. Bake in moderate oven (350° F.) about 1 hour.

Yield: 1 loaf (4½ x 9½-inch pan).

VARIATIONS OF BASIC RECIPE

1. Use ½ cup nutmeats and add 1 cup seedless raisins.
2. Use ½ cup nutmeats and add 1 cup chopped dates.
3. Use ½ cup nutmeats and add 1 cup chopped dried figs.
4. Substitute ½ cup orange juice and ½ cup water for the 1 cup milk.

   Add 1 tablespoon grated orange rind.

STEAMED ALL-BRAN BROWN BREAD

1 cup Kellogg's All-Bran
½ cup raisins
¾ cup buttermilk or sour milk
⅓ cup light molasses
1 cup sifted flour
1 teaspoon soda
½ teaspoon salt

Combine All-Bran, raisins, buttermilk and molasses. Sift flour with soda and salt; add to first mixture, stirring only until flour disappears. Fill greased cans two-thirds full; cover tightly and steam for three hours.

Yield: 2 loaves (4½ inch cans, 2¾ inches in diameter).

TESTED RECIPES

RICE KRISPIES MARSHMALLOW SQUARES

¼ cup butter or margarine
½ pound marshmallows
(about 2½ dozen)
½ teaspoon vanilla (if desired)
1 5½-ounce package Kellogg's Rice Krispies

Cook butter and marshmallows over hot water until thick and syrupy. Add vanilla; beat thoroughly. Put Rice Krispies in greased large bowl and pour on marshmallow mixture, stirring briskly. Press into greased shallow pan. Cut into squares when cool.

Yield: 24 2¼-inch squares (9 x 13-inch pan.)

CHOP SUEY — MODERNE

*2½ cups stock
3 tablespoons Soy Sauce
1 pound diced fresh pork
½ cup flour
2 cups sliced onions
3 cups celery strips
2½ cups (No. 2 can) bean sprouts
3 tablespoons butter or margarine
1 5½-ounce package Kellogg's Rice Krispies

Add Soy Sauce to stock. Brown meat in heavy frying pan adding fat if necessary. Stir in flour. Add stock slowly, stirring constantly. Add onions, celery and bean sprouts. Cover and cook slowly about 30 minutes, stirring occasionally to prevent sticking. Melt butter, pour over Rice Krispies and heat thoroughly in oven or over low heat, stirring frequently. Serve Chop Suey around a mound of hot buttered Rice Krispies.

Yield: 5 - 6 servings.

*3 bouillon cubes dissolved in 2½ cups boiling water may be used if stock is not available.

SALISBURY LOAF

2 eggs, slightly beaten
1 cup milk
2 teaspoons salt
⅛ teaspoon pepper
1 teaspoon Worcestershire sauce
¼ cup chopped parsley
1 tablespoon chopped onion
1¼ pounds ground beef
¼ pound ground pork or sausage
4 cups Kellogg's Corn Flakes

Combine all ingredients; crushing Corn Flakes slightly before adding. Mix thoroughly. Turn into loaf pan. Bake in moderately hot oven (375° F.) 45 to 50 minutes.

Yield: 8 servings.

CHOCO-SWEETS

12 ounces (about 2½ cups, chopped) semi-sweet chocolate
4 cups Kellogg's Pep
Candy decorations

Melt chocolate bits over hot but not boiling water. Add Pep, mixing until well-coated with chocolate. Drop by spoonfuls onto waxed paper or spread in greased shallow pan to one-fourth inch thickness, and when cool, cut into squares. Decorate with tiny colored candies, if desired.

Yield: 10 candy patties (2½ inches in diameter) or 9 1½ inch squares.

Variations: Two tablespoons grated orange rind or one-half cup raisins, chopped citron or cocoanut may be added to chocolate with cereal.

CHEESE WAFERS

¼ cup butter or margarine
2 cups soft American cheese, grated
½ teaspoon Worcestershire sauce
3 drops Tabasco sauce
3 cups Kellogg's Rice Krispies
¾ cup sifted flour
paprika

Blend butter and cheese thoroughly; add Worcestershire and Tobasco sauce. Roll Rice Krispies into fine crumbs, mix with flour and add to cheese mixture; mix well. Shape into rolls 1 to 2 inches in diameter; chill in refrigerator for two hours, or until firm. Slice into wafers ⅛-inch thick. Bake on ungreased baking sheet in a moderate oven (375° F.) for 12 minutes. Sprinkle with paprika. Serve as an appetizer or with salad.

Yield: 60 wafers (1¼ inches in diameter).

TESTED RECIPES

BROWNED PAPRIKA POTATOES

6 medium potatoes
1 tablespoon melted fat or drippings
1 cup Kellogg's Corn Flakes
1 teaspoon paprika
1 teaspoon salt

Pare potatoes and cook in boiling water until almost tender, about 20 minutes. Drain and brush with fat. Roll Corn Flakes into fine crumbs and mix with paprika and salt. Roll potatoes in crumb mixture until well covered. Bake in greased shallow baking pan in moderately hot oven (425° F.) about 35 minutes.

Yield: 6 servings.

ORANGE FANCIES

¾ cup shortening
¾ cup sugar
1 tablespoon grated orange rind
3 cups Kellogg's Pep
2¼ cups sifted flour
3 teaspoons baking powder
½ teaspoon salt
½ cup milk

Blend shortening and sugar thoroughly; add orange rind. Crush Pep into fine crumbs; mix with sifted dry ingredients. Stir into first mixture alternately with milk; mix well and chill. Roll dough thin on floured board. Cut with floured cookie cutter (in fancy shapes if desired). Place on lightly greased cookie sheet. Bake in moderately hot oven (425° F.) 12 to 15 minutes.

Yield: 5 dozen cookies (2½ inches in diameter).

CEREAL CRUNCHIES

¾ cup shortening
1 cup brown sugar
2 eggs
1½ cups sifted flour
2 teaspoons baking powder
½ teaspoon salt
½ teaspoon vanilla
½ teaspoon almond extract
2 cups Kellogg's 40% Bran Flakes
½ cup chopped nutmeats

Blend shortening and sugar thoroughly; add eggs and beat well. Sift flour, baking powder and salt together; add to first mixture with remaining ingredients. Mix well. Drop by teaspoonfuls onto greased baking sheet. Flatten with fork. Bake in moderately hot oven (400° F.) about 8 minutes.

Yield: 3 dozen cookies (2½ inches in diameter).

CARAMEL CORN FLAKE RING

6 cups Kellogg's Corn Flakes
1½ cups brown sugar
⅓ cup butter or margarine

Measure Corn Flakes into buttered mixing bowl. Cook sugar and butter in heavy frying pan, stirring constantly until melted and syrup begins to bubble. Pour over Corn Flakes, stirring so that each flake is coated. Pack in small, well-buttered ring molds or large mold. Cool. Unmold and serve filled with ice cream.

Yield: One 9-inch mold or eight 3½-inch molds.

CORN FLAKES CRUMB PIE SHELL

4 cups Kellogg's Corn Flakes
¼ cup sugar
⅓ cup melted butter or margarine

Crush Corn Flakes into fine crumbs. Add sugar and butter; mix well. Press mixture evenly and firmly around sides and bottom of pie pan saving two tablespoons for topping, if desired. Chill well or bake in moderate oven (350° F.) about 8 minutes. Cool before adding pie filling.

Yield: 1 8- or 9-inch pie shell.

Note: The baked and cooled shell is more easily removed from the pan than the chilled unbaked shell.

PEANUT BUTTER CRUMB PIE SHELL

4 cups Kellogg's Corn Flakes
2 tablespoons sugar
1 tablespoon flour
2 tablespoons melted butter or margarine
4 tablespoons peanut butter

Proceed as in method given above, combining all ingredients thoroughly.

HONEY OR MOLASSES CRUMB PIE SHELL

4 cups Kellogg's Corn Flakes
¼ cup melted butter or margarine
2 tablespoons honey or light molasses

Proceed as in method given above, combining all ingredients thoroughly.

LEMON MERINGUE PIE

1 Corn Flake Crumb Pie Shell
7 tablespoons cornstarch
1 cup sugar
¼ teaspoon salt
2 cups cold water
1 tablespoon butter
3 egg yolks, slightly beaten
4 tablespoons lemon juice
1 tablespoon grated lemon rind

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3 egg whites
6 tablespoons sugar

Mix together cornstarch, sugar and salt in top of double boiler. Stir in water slowly. Cook over low heat stirring until mixture boils. Cover and cook over hot water about 15 minutes. Remove from heat; add butter. Combine egg yolks, lemon juice and lemon rind; beat into hot mixture. Cool. Pour into crumb pie shell.

Beat egg whites until frothy; gradually add sugar, beating until stiff. Spread meringue over pie; sprinkle with remaining crumbs.

Yield: One 9-inch pie.

MATERIALS USED PER YEAR IN ALL PLANTS

Corn	464,646,056 lbs.	Salt	9,968,578 lbs.
Wheat	106,345,860 lbs.	Wax	1,696,366 lbs.
Bran	57,736,000 lbs.	Coal	159,077,653 lbs.
Rice	56,547,703 lbs.	Ink	843,383 lbs.
Malt	7,599,871 lbs.	Glue	1,031,200 lbs.
Sugar	14,651,071 lbs.	Paper	109,331,723 lbs.

Daily Car-Loading Capacity	112 cars
Inbound Cars per Day	82 cars

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